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Memo to POD Members, April 21, 1978

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NETWORK

PROFESSIONAL AND ORGANIZATIONAL DEVELOPMENT NETWORK IN HIGHER EDUCATION

CORE COMMITTEE

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University of California
Professional Development
Berkeley, California

JOHN L. BURRILL
Center for Faculty Evaluation and
Development in Higher Education
Kansas State University

JOHN A. BURKE
St. Mary's College
Marianas, Missouri

JOHN L. BURKE
Professional Consulting Study
College and University in Higher Education

JOHN L. BURKE
University of Washington
Seattle, Washington

JOHN L. BURKE
Center for Professional Development
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Professional Development Program
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Memo to: POD Members

From: Mary Lynn Crow, Executive Director

April 21, 1978

Enclosed is a great deal of information that you will need to be aware of, particularly information concerning our 1978 National Conference to be held November 5-8 on the Grand Lake of the Cherokees outside of Tulsa, Oklahoma. I have visited there twice since the site was selected (most recently with the entire Conference Committee), and it is one of the most picturesque locations for a conference I have ever seen. It has every kind of recreational activity you would want; its meeting rooms are beautifully equipped; and its food and special activities will be outstanding (lake cruises, luau's, Western barbecues, etc.). In addition to all of this, the Conference itself promises to be a very special one. Make plans to attend now. Reservation forms and calls for sessions and proposals are included!

The hard-working 1978 National Conference Committee is composed of the following POD members:

Clare Rose, Chair (California)
Glenn Erickson (Rhode Island)
Steve Scholl (Ohio)
Glenn Nyre (California)
Mary Lynn Crow (Texas)
Bob Bolan (California)
Earle Bowen (Tennessee)

POD's Core Committee spent many hours together during the recent AAHE annual meeting in Chicago. The following information is intended to keep you fully abreast of your organization's plans and activities.

1. Election of Officers: Executive Director-Elect (to begin his term of office in November, 1978)
-- Glenn Erickson
Treasurer (to begin her term of office now)
-- Joan North
1979 National Conference Chairperson
-- Earle Bowen
2. Adoption of a Mission Statement (attached)
3. Adoption of Bylaws (enclosed)

4. Other Decisions and Business:

- a. Alan Shucard will be unable to complete his term of office as a member of the Core Committee due to other professional commitments this year, and he is being replaced by David Outcalt (who was the Core Committee Alternate). David is Dean of Instructional Development at the University of California, Santa Barbara. We welcome him to the Core Committee.
- b. The Core Committee approved raising POD's dues for the 1978-79 academic year (which is POD's fiscal year) from \$20 to \$25 for members who pay in U.S. currency and to \$28 for members who use foreign currency. The raise was accepted due to the increased cost of postage, telephones, duplicating expenses, and travel. (The additional \$3 for members who use foreign currency was necessary to compensate for the extra costs paid by POD to the bank in the transfer process and because we cannot use bulk mail for members outside the USA.)
- c. Specific Committee reports from their respective Chairs are attached.
- d. Steve Scholl and Lance Buhl (Mission Statement Task Force) are continuing to work on their task which has now been expanded from the adopted Mission Statement to include POD's goals, objectives, and activities. They will be contacting POD members before the National Conference for input and are also planning to use the Delphi technique at the National Conference.

Other information to bring you up to date: Add Bob Young, Virginia Commonwealth University, to the Membership and Professional Relations Committee (Global Impact). Bob has been a member all year, but his name was inadvertently omitted from the list.

IMPORTANT NOTICE!

One of the topics under consideration by the Core Committee was the publication of relevant materials by and for POD members. We discussed having a journal, or a newsletter, or even occasional compilations of practitioner-oriented materials that would be beneficial to persons in our area of work. During the conversation, Core Committee members Bill Bergquist and Steve Phillips said that they were in the process of planning Volume 3 of A Handbook for Faculty Development. It was decided that one way to determine the level of interest was to ask the membership to submit materials that they believed might have some value to their colleagues. These materials will be made available to Bill and Steve for possible inclusion in Volume 3. Materials that are not selected for this particular publication could be considered for a separate POD publication. In any case, all submitted materials would be available for perusal by the membership at the National Conference in November.

Submit whatever you feel would be appropriate. If you are interested in having your material considered for publication in A Handbook for Faculty Development, Volume 3, please attach a note to indicate your approval for inclusion in this particular publication. Bill and Steve are particularly interested in exercises, instruments, forms, or activities that you have found useful in your own professional development work. You might want to look at their Volumes 1 and 2 to get an idea of the kinds of materials they have included in the past. Send all materials to POD's new Publications Chairman, Chic Goldsmid
Director
ASA Sociology Teacher Development Project
Carnegie Library, Oberlin College
Oberlin, Ohio 44074.

We are also interested in your suggestions regarding future POD publications or other suggestions you may have along these lines. Let Chic know.

Finally, as a reminder, here are the names and addresses of POD's Committee and Task Force Chairpersons in case you need to contact them (in alphabetical order):

Earle Bowen (1979 National Conference Committee)
Assistant Vice Chancellor for Academic Affairs
Office of Educational Resources
University of Tennessee Center for the Health Sciences
800 Madison Avenue
Memphis, Tennessee 38163

Susan Brock (Research Committee)
Coordinator of Faculty Development
St. Mary's Junior College
2500 South 6th Street
Minneapolis, Minnesota 55454

Lance Buhl (Mission and Goals Task Force)
President
Projects for Educational Development
1836 Euclid Avenue, No. 337
Cleveland, Ohio 44115

Joe Clark (Membership and Professional Relations Committee - Global Impact)
Director
Biological Sciences Learning Resource Center
Johnson Annex A AK-15
University of Washington
Seattle, Washington 98195

Chic Goldsmid (Publications Committee)
Director
ASA Sociology Teacher Development Project
Carnegie Library, Oberlin College
Oberlin, Ohio 44074

Glenn Nyre (Evaluation Committee)
Vice President and Executive Director
Evaluation and Training Institute
11110 Ohio Avenue, Suite 202
Los Angeles, California 90025

Steve Phillips (Support Groups)
Director
Associated Schools of the Pacific Northwest
University of Puget Sound
1500 N. Warner
Tacoma, Washington 98407

Clare Rose (1978 National Conference Committee)
President
Evaluation and Training Institute
11110 Ohio Avenue, Suite 202
Los Angeles, California 90025

Steve Scholl (Mission and Goals Task Force)
Dean of Educational Services
Academic Affairs
Ohio Wesleyan University
Delaware, Ohio 43015

Marilla Svinicki (Regional Workshops)
Assistant Director
Center for Teaching Effectiveness
Main 2202
University of Texas at Austin
Austin, Texas 78712

POD COMMITTEE REPORTS

REPORT from the Professional Relations and Membership Committee -- Global Impact

Recommendations of the Professional Relations and Membership Committee, which were approved by the Executive and Core Committees at the spring meeting in Chicago, March 17-19, include:

1. That POD expand the membership and direct recruitment toward those persons concerned with and/or involved in professional, instructional, and organizational development in higher education.
2. That establishment of communication links with organizations which have complementary and supplementary resources and interests (such as NCSPOD [AACJC], AERA, AECT, AAHE, ASTD, CASC, AAUP, Project for Planned Change, Association on Governing Boards, Center for Personalized Instruction, and Council for Advancement of Experiential Learning) be explored.
3. That POD attempt to inform bodies that control policy, funding or budgeting about the role of professional, instructional, and organizational development in higher education.

The Core Committee favors the gradual development of POD toward a larger association with more national impact. The Committee wishes to be cautious, responsible and effective in this endeavor. Expansion of the membership should be done carefully, rather than launch an aggressive campaign to build a large membership. We wish to have a meaningful organization which is responsive to its members, with the members participating and contributing to the vitality of the organization.

While we feel that the strength and excitement of POD will be facilitated through links with other related organizations, our initial efforts will be to explore possible interactions with organizations which have interests similar to POD's. These contacts would be made by one POD member for each organization listed. He or she would explore cooperative ventures, joint membership benefits, and sharing of resources. No commitment would be made. If you are a member or an officer of one of the organizations listed and feel that you could make effective contact, we would like to invite you to represent POD in these preliminary courting activities. Again, it is important that there be but one POD designate to operate in this capacity, and the assignment should be made through either my office or Mary Lynn Crow's. If you know of additional groups or organizations which might have overlapping interests and resources, we would like to add them to our existing list.

POD is growing. It is vital and it is healthy. Our main concern is that we direct our collective energies toward active growth and development without becoming diffuse and over-committed. We hold as our primary commitment the support of the professional growth and development of each of our members.

submitted by
Joe Clark, Chair

REPORT from the Regional Workshop Committee

The next regional workshop will be held at the end of May at Northeastern University, Boston. One of the topics being planned is instructional diagnosis. For more information, contact Michael Koffman, Coordinator for Instructional Development, Office of Learning Resources, Northeastern University, Room 417 Dodge Library, 360 Huntington Avenue, Boston, Massachusetts 02115. Hope to see you there.

submitted by
Marilla Svinicki, Chair

REPORT from the Research Committee

Originally the Research Committee was a Task Force charged only with planning and implementing the 1977 POD Research Competition. This competition was held to encourage members to engage in systematic investigation or research relevant to faculty, instructional and organizational development. There were a relatively small number of inquiries about the Competition and no applications. During the March Core Committee meeting it was agreed that research related activities were very important to POD members but that other activities would best serve the membership at this time. Several ideas and projects were discussed. The following ideas will be discussed and acted upon by the Research Committee:

1. The Committee is drafting a statement of rationale pertaining to research. (See below.)
2. The membership will be asked to participate in identifying what research seems relevant, what research has been done and what research needs to be done.
3. The National Conference will also have sessions that pertain to research and research implications. All members with relevant research are encouraged to respond to the Conference's call for presentations.
4. During the upcoming Conference, and future conferences, we hope to have workshops and other resources made available to assist members in developing and improving skills in research. These skills include recognizing appropriate research problems, developing focused questions, and collecting and analyzing data.
5. Long-range ideas related to research and systematic investigation include:
(a) POD's providing an annotated bibliography of relevant literature to all members, and (b) POD's sponsorship of research projects through cooperative arrangements with foundations or individuals.

Rationale for Research (A Working Draft)

We as members of the POD Network in Higher Education are a group of professionals concerned with change and improvement within institutions of higher learning. Because the aim of POD is to have impact on higher education and to serve its members as individuals, it is important that POD provide resources, encouragement, and direction in research to its members. Most of us in POD are practitioners, administrators, or teachers involved with faculty, instructional and organizational development within our respective institutions. A large body of knowledge relates to this endeavor, derived from fields such as behavioral and educational psychology, organizational management, and educational technology. It is a challenge to determine how this body of theory and knowledge can best be applied in our institutional settings. The effectiveness of our work depends in part on the degree to which we utilize systematic investigative procedures to substantiate aspects of our work. These procedures will provide reliable feedback for correcting and improving the process by which faculty, instructional and organizational development is achieved. Systematic investigation, with rigor, controls, and a questioning posture, is essential for both the quality of solutions found within institutions and for the future progress of this field. By utilizing an investigative or research approach we will be able to supply direction for our work, better direction for newcomers in the field, and maintain credibility within the academic community.

submitted by
Sue Brock, Chair